







TECHNICALLY, YOU START THE CAR. BUT IT FEELS LIKE THE OTHER WAY AROUND.

The moment you turn the key of the Lexus GS, there's an instant reaction. The engine lets out a resonant growl, the lights spring on, the gauge needles rise with mounting swiftness. But an even more powerful response occurs within the driver. It starts with a heady rush of adrenaline and culminates in a sense of power that lingers long after you've reached your destination. Which makes you wonder, when the ignition sparks fly, which of you is more profoundly affected?





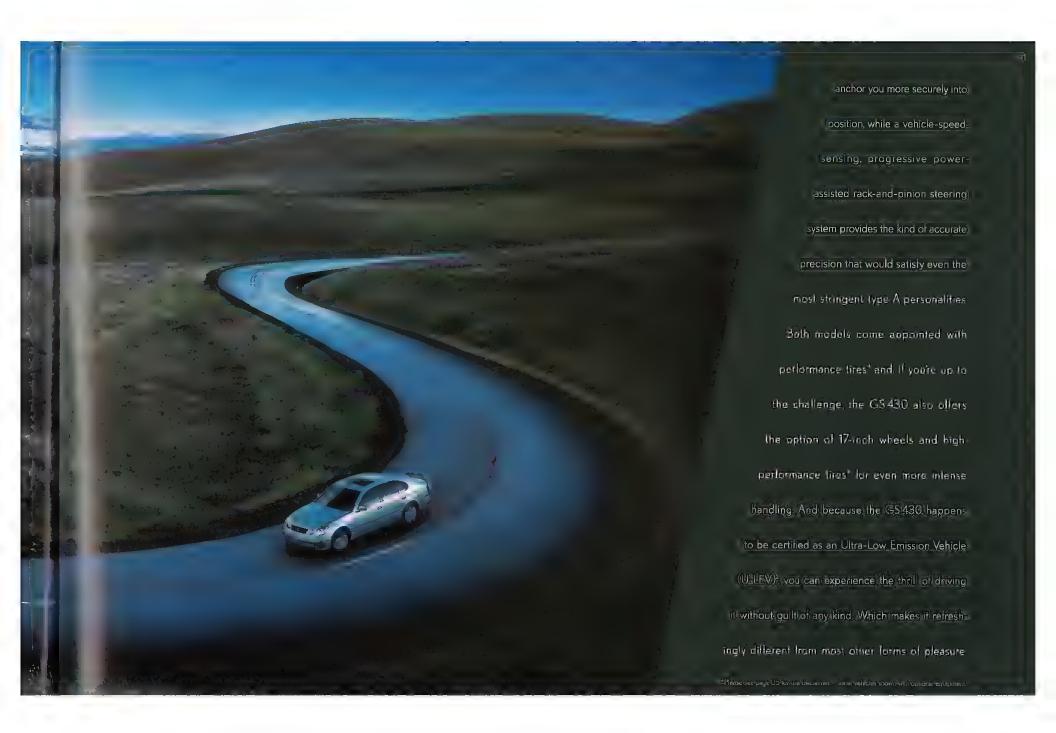
The GS 300 has all the characteristics of the strong, silent type. It delivers power without bluster, remaining poised and elegant even while it's gearing up to highway speed. That's because churning beneath its polished surface is a 220-horsepower in-line 6 engine that makes accelerating satisfyingly effortless. But the GS 300 is not without its wild side as well. Take, for instance, the GS 300's E-shift: a pulse-quickening, push-button automatic transmission control system. It features a Formula One race-inspired shifter that's integrated neatly into the leather-wrapped steering wheel. This little piece of technological wizardry allows you to manually control the GS 300's five-speed Electronically Controlled Transmission with intelligence (ECT-i) So whether you happen to be upshifting for a fast break or downshifting into a tight turn, you get precise, instantaneous results. And you hardly have to lift a finger.



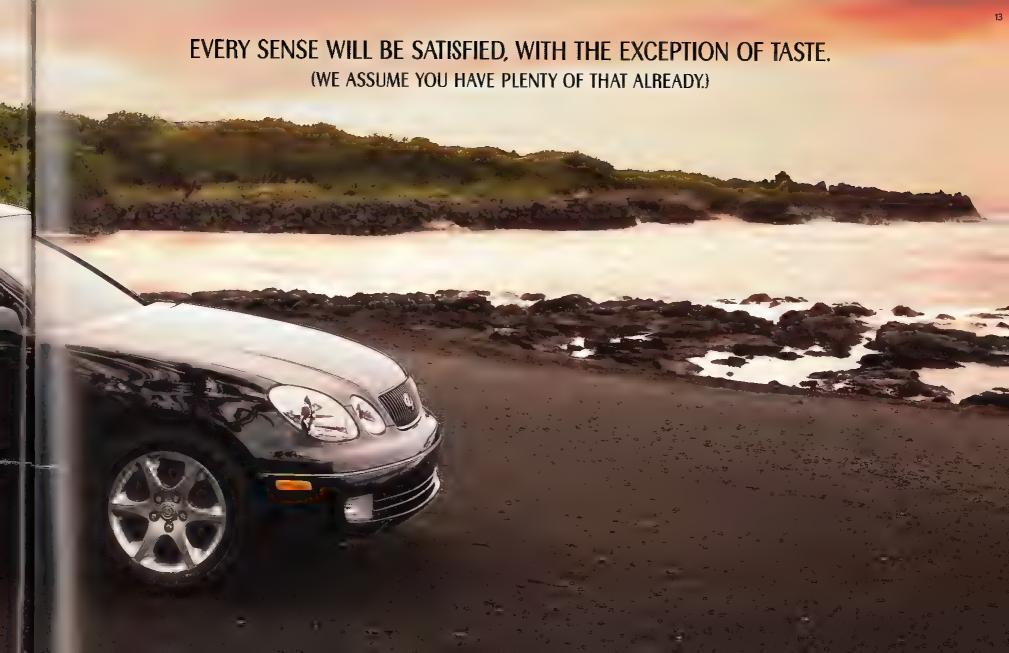
GET ANY MORE INTIMATE WITH THE ROAD AND YOU'LL BE HIT WITH A RESTRAINING ORDER.

The tighter you get to the asphalt, the more and turn. That's the precise reason why the GS won't sattle for just the usual display of allection, it leatures an aggressive four-wheel independent double-wishbone suspension that's designed to turns with preeminent authority There are stabilizer bars in the front and rear that help









If sensory deprivation has an antonym, it's the interior of the Lexus GS. The promise of gratification lies in meanly every corner from the soft leather trim* to the isoothing ergoromic design of the seats. Rich walnut wood accents surround you almost entirely, making traffic feel far more tolerable. A Lexus Premium Sound System with sixedisc CD auto-changer tranquillity in, it also blocks out imitation. noise-demouning materials, and the structural rigidity of the unibody all All the better to reduce wear and







IT TAKES YOU FROM A TO B TO SEA SCALLOPS.

As your might expect from a performance sedan, the GSI's naturally adept at speeding you to your destination. However, for this task, it doesn't rely solely on its engine. There's also the optional Lexus DVD. Navigation System (NAV). Once you program in your desired end point the integrated system uses sophisticated CPS technology to provide you with your choice of the best possible route, the quickest, the shortest and an alternative, and guides you verbally along it.



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If you are aware of a particularly congested area; you can even let the NAV system know and it will recalculate your directions to avoid the possible delay. The system can also specify points of interest, like ATMs, fuel stations, airports and hotels on its highly readable.

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39 INCHES OF HEADROOM. 44 INCHES OF LEGROOM. AND IT ACCOMMODATES THE ENTIRE LONDON SYMPHONY ORCHESTRA.

There is a sound track to every driving experience; the music you play as the world rushes by and around you. Both in turn should be equally inspiring. The Lexus GS answers this call with the resounding option of a Mark Levinson audio system.* While you may find one of these prestigious and expensive systems in the private home of a serious audiophile, you won't find one in any vehicle other than a Lexus. That's because we were specifically chosen by Mark Levinson's acoustic experts for our quiet interiors, the perfect environment in which to appreciate a world of musical nuance. The system allows you do experience

discerning each instrument in turn: the deep, sonorous bass notes, the clarity and sparkle of the horns, the singer's vocal complete. It's all the product of Mark Levinson's signature power ambitter. digital-processing, and conversion choultry. Not to mention the benefit of 10 custom engineered speakers placed in locations specifically chosen to produce the best sound in short with the Mark Levinson Premium Sound System you get the kind of performance that rivals and in some instances even exceeds, what you'd experience at a five concert.

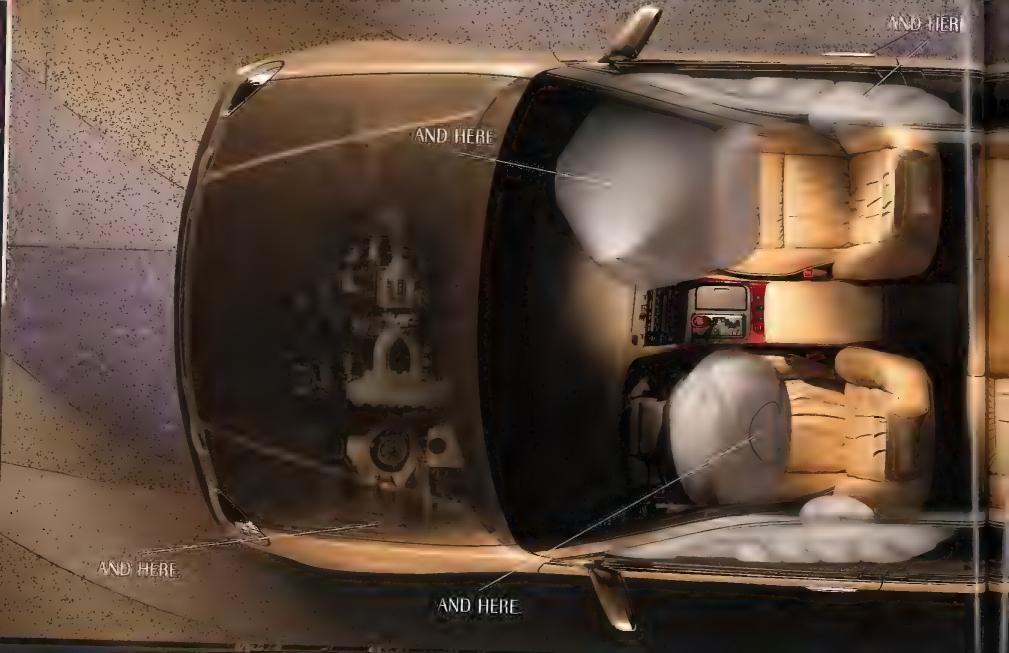
fully the music's rich three-dimensional sound while also











When it comes to protection. we've got your back. And a lot Our remarkable front side-curtain airbag system? helps protect the driver's and front passenger's heads in the event of a severe side impact. Additionally, the GS features our front airbag Supplemental Restraint Systom mounted into the front seats* that actually move along with the seats in different positions for more consistent coverage. belts with front-seat pre-tensioners and force limiters that, in the event of a collision, even incorporated a collapsible steering column that nelps provide additional energy absorption

The Lexus driver's front passenger's front seat-mounted side impact and front side-out fain arriangs are a Supplemental Restraint System (SRS). The driver's and front passenger's airbags are designed to deploy in severe (squally frontal) collisions where the magnitude and duration of the lervard depeteration of the vehicle sacead the design threshold level. The side impact and side-out air airbags are idesigned to deploy in a severe side impact collision. In all other accidents, the airbags will not deploy, for decrease their is of Injury from a deploying sirbag, always wear sealbelts, sit upright in the middle of the seat, and do not lean against the door. Do not put epiccisin front of an airbag or around the seathack. Do not use rear wardingting child seats in any input passenger seat. The force of a deploying airbag SRS may cause serious injury or death. Please see your Owner's Manual for further instructions.

AND HERE.





LEXUS SAFETY ENGINEERS: SCIENTISTS, PERFECTIONISTS, RUBBERNECKERS.

To create a safe car, our engineers have racked up innumerable hours watching crashes of various forces, speeds and configurations. And it's been worth every second. The GS was designed around a steel-reinforced unibody structure featuring specific crumple zones, in the front and rear, engineered to compress at a controlled rate. It's also systematically reinforced in areas like the roof pillars and door frames, and girded with front- and rear-door side-impact beams. On top of the structure itself, the GS offers a multitude of advanced active safety features. In a challenging driving situation, its Vehicle Skid Control (VSC)* helps keep you safely on track, using sensors to identify the loss of traction in a turn and responding by applying the brakes and reducing the throttle as appropriate. In conditions like heavy rain, ice and snow, an all-speed Traction Control (TRAC) system intuitively detects if a wheel is starting to spin, and automatically redistributes torque to the wheel that has better traction. Our Anti-lock Braking System (ABS) is another ally against slippery surfaces, helping the driver maintain steering control during heavy braking. And during an emergency stop, you're not working alone. Brake Assist* can judge a driver's reaction to a panic-stop situation and apply maximum braking power until the driver releases the pedal.

*Lexus Vehicle Skid Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing.



THE LEXUS OWNERSHIP EXPERIENCE. AS MUCH OF A LUXURY AS THE VEHICLES THEMSELVES.

When you buy a Lexus, you're also buying into an entire philosophy of excellence. We make a steadfast commitment to satisfaction on every level; from the way we build our cars to the graciousness you encounter when you set foot inside a Lexus dealership. Through years of listening to our customers' desires, needs and suggestions, we've achieved standards that are unprecedented in the automotive industry. Creating some exceptionally satisfied owners, both on and off the road.

CUSTOMER SATISFACTION

We're as dedicated to earning your satisfaction as we are to building extraordinary cars, a fact that is evidenced by our years of award-winning service. In every Lexus dealership, for example, you'll find conveniences that may include customer lounges, offices you can use for business purposes, free pickup and delivery of your Lexus, service loaner vehicles, complimentary car washes and even concierge services. And as a Lexus owner, you'll have full use of our 24-hour emergency Roadside Assistance program for your first four years of ownership.* So, day or night, you'll have the peace of mind of knowing that help is only a phone call away.



VALUE/DEPENDABILITY

There has always been something special about owning a Lexus. And in fact, the value of owning a Lexus involves much more than just its purchase price. It also includes our superb reputation for fuel efficiency, projected low repair costs and high retained value, as well as such intangibles as phenomenal customer satisfaction; a cornerstone of the Lexus brand that continues to set us a world apart from other automotive manufacturers.

ENVIRONMENTAL RESPONSIBILITY

Another important way we care for our customers is by caring for our environment. We accomplish this by encouraging the wise use of natural resources, promoting responsible driving and reducing emissions wherever possible. In fact, the GS 430 qualifies as an Ultra-Low Emission Vehicle (U-LEV), and the GS 300 is certified as a Low-Emission Vehicle (LEV). Just one more aspect of your Lexus you can feel good about.



Lexus has long been known for equipping our vehicles with most everything you need to experience an unrivaled level of luxury and sophistication. Should you have a longer list of desires, we also offer an array of optional features that can help make your Lexus mesh more thoroughly with your life. Our extraordinary Mark Levinson audio system is a first for any automobile. Our DVD-based navigation system³ can help you find your way to a destination and home again. A set of 17-inch alloy or chromed-alloy wheels on the GS 430 offers both aesthetic and performance benefits. If you'd like, you can select a GS with comforting heated front seats* Your GS can be equipped with a Lexus Wireless Phone, which features voice-activated dialing, automatic audio-system muting and hands-free operation when you have it docked in the cradle. It can also be used as a portable phone away from the vehicle. Anything it takes to make driving a little closer to perfect.





OPTIONS AND ACCESSORIES

Leather interior trim includes Laxus Memory System for power driver's seat (except lumbar), outside mirrors and steering wheel (standard on GS 430) = Walnut- and leather-trimmed steering wheel with audio controls (GS 430 only) = Heated Iront seats* (standard on GS 430) = Lexus Wireless Phone† with Command Module and audio muting = Rear spoiler = 17 x 8.0-in wheels with 235/45ZR17 tires** (GS 430 only) = All-season tires (no-cost option) = Lexus Chrome Wheels = Wheel locks = Black Pearl emblem kit = Gold trim emblem kit = Cer cover = Cargo net = Trunk mat = Front-end mask

^{*}Requires feether interior on GS 300. Not available in all areas, *Phone service limited to certain carriers, Please see your Leaus dealer for details, *Requires optional Leaus DVD Navigation System to operate in hands-free mode, **Please see page 35 for tire disclaimer.

BODY, DIMENSIONS

Type Five-passenger luxury sedan
Construction Welded-steel unibody

 Overall Length
 189.2 in

 Width
 709 in

 Height
 55.9 in

 Wheelbase
 110.2 in

 Ground Clearance
 5.3 in

Curb Weight 3,715 lb (GS 430)

3,649 lb (GS 300)

 Fuel-tank Capacity
 19.8 gallons

 Trunk Capacity
 14.8 cubic feet

 Headroom (front/rear)
 376/36.4 in

 Legroom (front/rear)
 44.5/34.3 in

 Shoulder Room (front/rear)
 577/56.6 in

55.9 - 110.2° - 189.2°

GS 430 ENGINE

ree pages 7 & 11

Type 90° V8, aluminum block and heads, certified Ultra-Low Emission

Vehicle (U-LEV)2

Displacement 4.3 liters (262 cubic inches)

Valvetrain Four carn, four valves per cylinder, with continuously

Variable Valve Timing with intelligence (VVT-i)

Compression Ratio 10.5.1

Horsepower at RPM 300 hp @ 5,600
Torque at RPM 325 lb-it @ 3,400

PURIONIANCE

0-60 MPH Acceleration 5.8 seconds¹
1/4-Mile Acceleration 14.3 seconds¹

Top Track Speed 149 mph (electronically limited)¹

Fuel Consumption 18/23 mpg city/highway*

Aerodynamic Drag Coefficient 0.29
Turning Circle 371 ft

GS 300 - . . . IVE

see page 8

Type In-line 6, iron block, aluminum head, certified Low-Emission Vehicle (LEV)2

Displacement 3.0 liters (183 cubic inches)

Valvetrain Twin cam, four valves per cylinder, with continuously

Variable Valve Timing with intelligence (VVT-i)

Compression Ratio 10.5 1

Horsepower at RPM 220 hp @ 5,800
Torque at RPM 220 lb-ft @ 3,800

PERFORMANCE

 0-60 MPH Acceleration
 78 seconds¹

 1/4-Mile Acceleration
 15.8 seconds¹

 Top Track Speed
 144 mph¹

Fuel Consumption 18/25 mpg city/highway⁴

Aerodynamic Drzg Coefficient 0.29
Turning Circle 371 ft

CHASSIS

see page 29

Vehicle Skid Control (VSC)* Electronic system that monitor

Electronic system that monitors and helps control loss of traction in a turn using yaw-rate, deceleration, vehicle-speed and steering-wheel-angle sensors. Modulates engine power and applies individual brakes as necessary. Integrates Anti-lock Braking System (ABS), Brake Assist* and Traction Control (TRAC).

Suspension

Front Independent, double-wishbone with high-mount upper arm, coil springs, gas-pressurized shock absorbers with internal rebound springs, stabilizer bar

Rear: Independent, double-wishbone with aluminum upper arm and toecontrol arm, coil springs, gas-pressurized shock absorbers, stabilizer bar,

Steering

Vehicle-speed-sensing, progressive power-assisted rack-and-pinion.

3.38 turns, lack to lock.

Brakes

Four-wheel power-assisted discs, with four-sensor, four-channel Anti-lock Braking System (ABS) and Brake Assist* 11.6-in vented front discs, 12.0-in

solid rear discs.

Wheels and Tires

 16×7.5 -in alloy wheels with 225/55VR16 tires. Optional all-season tires. Optional wheels and tires (GS 430): 17×8.0 -in alloy wheels with

235/45ZR17 tires. Full-size spare with alloy wheel.

Optional 17x 80-in wheels with 235/45ZR17 tires are expected to experience greater tire wear than the standard equipment times, 225/55/R16. Tire kills may be substantially less than 15,000 miles, depending on driving conditions. Your riding comflot may decrease and road noise may increase during driving. Please consider all this when selecting a GS 430 equipped with this option.

DRIVETSAIN

tee page 8

Transmission

Five-speed automatic Electronically Controlled Transmission with intelligence (ECT-i). E-shift (GS 300 only) with controls on steering wheel. Overdrive fifth gear, auto-select shift program, engine/transmission networking, flex-lockup torque converter.

Drive Wheels

Rear, with standard
Traction Control (TRAC)

Final Drive Ratio

3.271 (GS 430) 3.92:1 (GS 300)



70.9*

SECURITY

ee page 27

Ventilated front/solid rear disc brakes = Four-channel Anti-lock Braking System (ABS) = Brake Assist* = Vehicle Skid Control (VSC)* = Traction Control (TRAC) = Strong body structure with front and rear crumple zones = Side-impact door beams = Reinforcements in pillars and doorsills = Impact-dissipating upper interior trim = Collapsible steering column = Driver's and front passenger's airbags (SRS)* = Front seat-mounted side-impact airbags (SRS)* = Side-curtain airbags (SRS)* = Front seat-mounted side-impact airbags (SRS)* = Side-curtain airbags (SRS)* (Front seats only) = Three-point seatbelts front and rear, fronts with pre-tensioners and force (Imiters = Child Restraint Seat (CRS) tether anchor brackets for all rear seating positions = Automatic Locking Retractor/Emergency Locking Retractor (ALR/ELR) seatbelts for all seating positions (driver's—ELR only) = Optitron instrumentation = High-Intensity Discharge (HID) headlamps with dynamic auto leveling* = Daytime running lights = Integrated foglamps = Variable intermittent windshield wipers with mist cycle = Water-repellent front-door glass = Power-adjustable outside mirrors with defoggers = Vehicle theft-deterrent and engine immobilizer system, with in-key transponder = Rear-window defogger with auto-off timer = First aid kit = Tool kit

LUXURY

see page 14

Automatic on/off headlamps = Walnut interior trim = Leather interior trim* (perforated on GS 430) = Power tilt-and-telescopic steering column with automatic tilt-away = Walnut- and leather-trimmed steering wheel (GS 430)** = Cruise control = Dual-zone automatic climate control with interior air filter, smoot sensor and automatic recirculation. mode = Outside temperature gauge = Lexus DVD Navigation System**3 = Lexus AM/FM/cassette seven-speaker 96-watt** Premium Sound System with Automatic Sound Levelizer (ASL) - Mark Levinson 10-speaker 240-watt** Premium Sound System with Automatic Sound Levelizer (ASL)** = In-dash, six-disc CD auto-changer = In-glass antenna with FM-diversity system • Steering-wheel-mounted audio controls (GS 430 only) = Dual-compartment center console with accessory power outlet = Multi-adjustable headrests and power front seats = Power lumbar support for front seats - Height-adjustable headrests for all seats, including rear-center - Lexus Memory System to control power driver's seat (except lumbar), outside mirrors and steering wheel* Power tilt-and-slide moonroof with one-touch open/close, pinch protection and sliding sunshade - HomeLink* universal transceiver to operate garage, gate, home lighting and home security systems - Power windows with onetouch auto open/close feature with pinch protection = Electrochromic (auto-dimming) inside mirror with compass³ and outside mirrors = Power door locks with driver's two-turn unlock feature . Multifunction, in-key remote entry system with rolling-code technology = Remote-linked window and moonroof opening = Illuminated entry system Interior electronic trunk-lid and fuel-filler door releases = Relained accessory power for windows and moonroof a Carpeted floor mats a Customized Body Electronics System (C-BEST) to personalize electronic functions

^{*}Please see page 29 for VSC and Brake Assist disclaimers. †Please see page 27 for SRS disclaimer. †Standard on GS 430, available on GS 300, **Optional. ††96 watts at 0.1% THD. †*Continuous average power, all channels driven, at 0.01% THD, 20-20,000 Hz.



WARRANTY

Four-year/50,000-mile Lexus Limited Warranty. Six-year/70,000-mile Powertrain Warranty. Six-year/unlimited-mileage Corrosion Perforation Warranty. All warranties with zero deductible. See the GS Owner's Manual Supplement at your Lexus dealer for details.

FOOTNOTES

- 1. These performance capacity figures are for comparison only, and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. These should not be attempted on public streets or highways.
- 2. California Air Resources Board certified as either Low-Emission Vehicles or Ultra-Low Emission Vehicles. For more information about the certification process and criteria, please visit www.arb.ca.gov
- 3. The Lexus DVD Navigation System is designed to assist in locating an address or point of interest. Discrepancies may be encountered between the system and your actual location. Changes in street names, road closures, traffic flow or other road system changes may affect the accuracy of the mapping software. Rely upon your common sense to decide whether or not to follow a specified route. Detailed coverage not available in every city. Optional periodic geographic updates available at an additional cost. See your Navigation Owner's Manual for instructions regarding safe usage. See your Lexus dealer for details. 2001 model-year screens shown.
- 4. Preliminary mileage estimates determined by Lexus. 2003 EPA estimates not available at time of printing. See your Lexus dealer for details.
- 5. On vehicles equipped with the Lexus DVD Navigation System, compass display is on navigation screen

Specifications, features, equipment, technical data, performance figures, options, and color and trim are based upon information available at time of printing, are subject to change without notice, are for mainland U.S.A. vehicles and may differ in the state of Hawaii, Puerto Rico, the U.S. Virgin Islands and in other regions. Some vehicles shown with optional equipment. Optional equipment listed may not be available separately or in all regions. See your Lexus dealer for details. Lexus reminds you to wear seatbelts, secure children in rear seat, obey all speed laws and drive responsibly.

For more information, call 800-USA-LEXUS (872-5398) or visit lexus.com. To learn more about your financing options, contact your Lexus dealer or call Lexus Financial Services at 800-874-7050.

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EXTERIOR COLORS



BLACK CHERRY PEARL Black or Ivory Leather



MYSTIC GOLD METALLIC Ivory Leather



BLACK ONYX Black or ivory Leather



MILLENNIUM SILVER NETALLIC Black or Light Charcoal Leather Light Charcoal Fabric



PARCHMENT CRYSTAL
Black, Ivory or Light Charcoal Leather
Light Charcoal Fabric



BLUE MARLIN PEARL Black, Ivory or Light Charcoal Leather



CRYSTAL WHITE Ivory Leather



MYSTIC SEA OPALESCENT Ivory or Light Charcoal Leather



BLUE ONYX PEARL
Black, Ivory or Light Charcoal Leather
Light Charcoal Fabric

INTERIOR COLORS



Black Perforated Leather



Ivory Perforated Leather



Light Charcoal Perforated Leather



Black Leather



Ivory Leather



Light Charcoal Leather







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